

Facets

THE CENTRAL IOWA EXPERIENCE

APRIL 2014

GO GREEN GAL

Q+A WITH ISU STUDENT
ALYSON STRAUBE

FARMING A FAIR SHARE

HOW LOCAL CSA
ORGANIZATIONS CONNECT
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KEEPING
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GREEN



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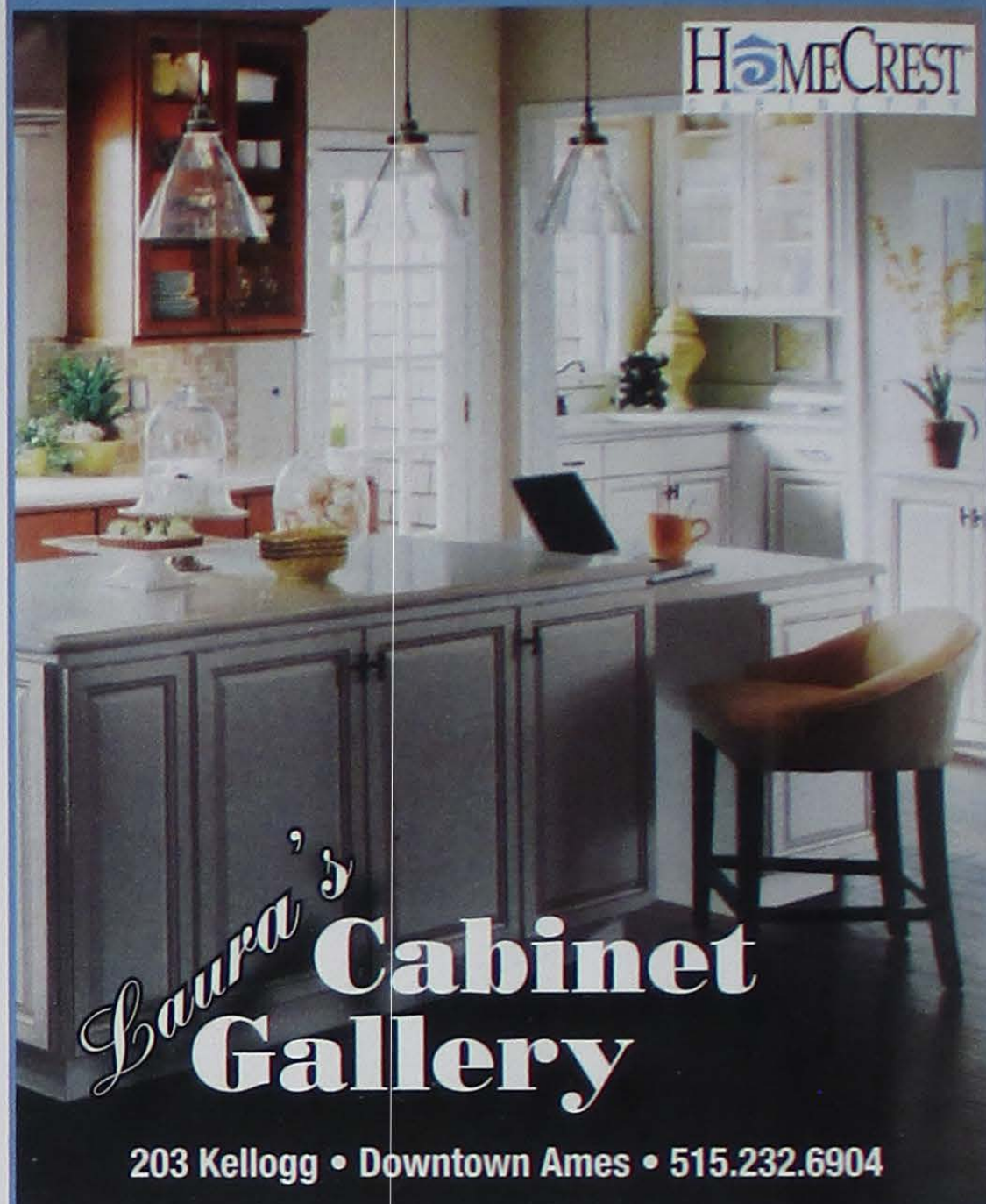
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Editor

NICOLE WIEGAND

Contributors

TODD BURRAS

AMY CLARK

MICHAEL CRUMB

JANE MARIE DEGENEFTE

JULIE FERRELL

MARY CLAIRE LOKKEN

KAREN PETERSEN

KECIA PLACE-FENCL

JAN RIGGENBACH

Photographers

NICOLE WIEGAND



Stephens
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Tribune Managing Editor

MICHAEL CRUMB

Publisher

PAUL HEIDBREDER

ADVERTISERS

To advertise in Facets magazine,
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ADDRESS

317 Fifth St. Ames, IA, 50010

EMAIL

nwiegand@amestrib.com

ON THE COVER: Alyson Straube is a junior at Iowa State University and the director of sustainability for the Government of the Student Body. Turn to page 6 for a Q+A with Alyson.
CONTRIBUTED PHOTO

EDITOR'S NOTE

Spring is here! While it might not feel like it just yet, soon tulips and daffodils will begin springing up in places you forgot you planted bulbs last year, the trees on campus will begin to blossom and floats will crowd the streets for this year's VEISHEA parade while you try to make it to MacKay in time to snag a coveted cherry pie before they're all gone.

Maybe it's the optimism in the air, knowing summer is well on the way, or simply a combination of the aforementioned things, but springtime in Ames is tough to beat.

As green buds begin to form on branches around town, bringing life back to central Iowa following the coldest winter we've seen in 35 years, we thought we'd follow suit and dish up some "green"-inspired stories this month.

While it's nearly a month away yet, April 22 is Earth Day. What better reason to celebrate the many things the Ames community does to encourage and promote sustainability?

Todd Burras sat down with Alyson Straube, a junior at Iowa State and director of sustainability for the Government of the Student Body. On top of her already-busy schedule and a major in chemical engineering, Alyson spearheads GSB's efforts to promote ISU's "Live Green" initiative.

Have you heard the term "CSA" used a bunch in the Ames community lately? This time last year, I had no idea what CSA even stood for, but as the weather warms and planting season arrives, I'm hearing more and more about local organizations that offer CSA shares.

Michael Crumb spoke with two local organizations — TableTop Farm in Nevada and the Story City Locker — to get the lowdown on what community supported agriculture means for both the producer and the consumer.

Speaking of VEISHEA (which begins the week of April 7 — mark your calendars!), what exactly does it take to keep the largest student-run festival in the country mindful of its environmental impact?

Jane M. Degeneffe chatted with ISU students who ensure that the week's events — from cooking out on central campus to educating visitors — align with the university's mission of sustainable practices.

We also feature three Faceted Women this



month, all members of Wheatsfield Co-op's Board of Directors.

We took a little leeway with the term "sustainability" this month, as in the economic sustainability of two of Ames' philanthropic organizations.

Through its annual gala, documented on page 12, the Boys and Girls Club of Story County was able to raise nearly \$50,000 toward the programs and events the organization offers to families in the Ames area.

Additionally, be sure to read up on Altrusa International's "Steppin' Out in Style" fashion show on page 28, which raises money for a handful of local organizations, including Youth and Shelter Services, Ames Community Preschool and Food at First. Plus, don't miss a preview of choral group Good Company's spring show, "Wine, Women and Song!"

Lastly, we have a new fitness columnist starting this month in Kecia Place-Fencl, eighth-grade teacher and triathlete extraordinaire. She's run, swam and biked in races longer than I can imagine, and much less imagine participating in! Get to know Kecia, along with her long list of fitness accolades, on page 23 of this month's issue.

Enjoy the warm weather, and happy Earth Day!

Nicole Wiegand

NICOLE WIEGAND

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25 | NOURISH

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...

27 | PEOPLE

We headed out to After Hours at Reiman Gardens on March 14 and met up with people enjoying St. Paddy's Day festivities.

28 | EVENTS

We previewed vocal group Good Company's upcoming spring show, "Wine, Women and Song," along with Altrusa International's "Steppin' Out in Style" show, both of which take place the second week of April.

30 | FACETED WOMEN

Get to know Carrie Chennault, Liz Kolbe and Angie Carter, three women on Wheatfield Co-op's Board of Directors.



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GSB's

GO-GREEN GAL

Iowa State junior and Government of the Student Body director of sustainability Alyson Straube believes people can 'make a difference' in the environment by making simple, small changes

BY TODD BURRAS
CONTRIBUTING WRITER

It might be tempting to think that a student majoring in chemical engineering has time for little else besides attending lectures, sitting in labs and studying, studying and more studying. Sleep? Not enough. Extracurriculars? Barely. Social life? Hardly.

Down time? Get real. But if that's what you think, then you haven't met Alyson Straube.

Straube, a junior at Iowa State University, is not only majoring in chemical engineering, but the Wisconsin native is also the Government of the Student Body's director of sustainability.

She works in the biorenewables laboratory on campus, is a member of the Gamma Phi Beta sorority and is involved

in ISU's Green Umbrella.

The latter group brings together different student sustainability organizations to make students more aware of sustainable efforts going on around them and to get them involved.

Facets contributing writer Todd Burras caught up with the busy ISU student to talk about her role and goals in promoting sustainability on the Ames campus.

Where does your interest in sustainability originate?

My parents have greatly influenced my interest in sustainability, especially my mother. She strongly promoted recycling and conserving energy throughout my life.

As ISU's Government of the Student Body's sustainability director, what are your goals and are you meeting them?

My goals this semester have been to expand the recycling program at ISU, also to promote sustainability and try and create a 'green fund' for future sustainability projects. I have met my goal in expanding the recycling at ISU by implementing a recycling program for mixed — glass, plastic and metal — recycling at Parks Library. I am trying to expand the recycling to other buildings on campus as well. I have promoted sustainability by participating in two different sustainability-focused events — National Campus Sustainability Day and Sustainapalooza. They are both events put on to promote sustainability at Iowa State. I have looked into proposing a possible 'green fund,' but have not really had a chance to set this into action.

On a scale of 1 to 10, how would you rate the overall ISU student body's interest in sustainability and green initiatives?

This past semester, GSB sent out a sustainability survey and the results showed that a majority of students feel that sustainability is an important issue. Seeing these results, I would rate the interest of the student body in sustainability as a 7.

What encourages you about your generation's engagement with the natural world and its commitment to protecting and enhancing it?

I have seen a passion to make a difference in the world within my peer group. This includes engagement with the natural world and protecting it. We have seen the data, we have experienced the impact and we are committed to taking action.

Where do you see your generation lagging behind in terms of your own expectations for protecting and enhancing the natural world?

I feel my generation lags behind by not believing that they can make a difference on their own. I have met many people who feel

Meet Alyson Straube



Hometown: Raymond, Wis.

Major at ISU: Chemical Engineering

Minor at ISU: Sustainability

Post-graduation plans: Plans to pursue an advanced degree in biorenewable resources and/or environmental law.

Family: Dad, Jim; mom, Anne; sisters, Emily, Kate and Meggie.

Hobbies: Tennis, hiking, traveling, reading, listening to music and softball.

What she sees herself doing in 5 to 10 years: If I pursue an advanced degree in biorenewable resources, I see myself doing research in a laboratory identifying new biorenewable resources and options for renewable energy. If I pursue an advanced degree in environmental law, I hope to be in a position in which I will be influencing legislation.

that the one bottle they throw in the garbage instead of recycling doesn't make any difference. People can make a difference by the small things they do. The small things add up. If my generation realizes this, we could, together, have a huge impact on our world.

What are two or three things everyone can do everyday to practice sustainability?

Turn off lights when you leave the room, carpool, take 5 minutes less in your shower.

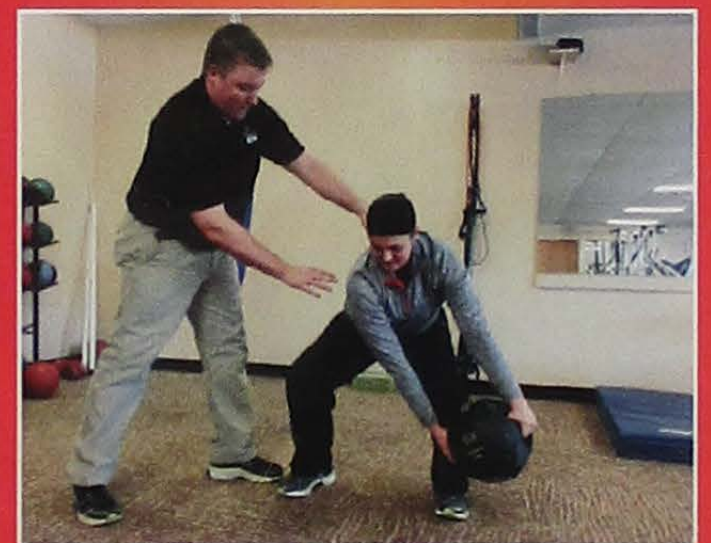
Are there any green events happening at ISU in April and May that community members can participate in if they want?

There is an Earth Day event on April 22 outside of Parks Library where various student groups exhibit their sustainability efforts. Also, during Veishea (April 7 to 13) there will be a Live Green tent promoting sustainability at Iowa State.

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FARMING A FAIR SHARE

Local CSAs connect consumer and producer

BY MICHAEL CRUMB
TRIBUNE MANAGING EDITOR

Community Supported Agriculture began setting down roots in the United States in the 1980s and, since then, has blossomed into a movement that has grown and become more popular with the increasing demand for locally grown food.

In central Iowa, there are a number of small farmers who produce vegetables, fruits, meats, cheese and even ice cream that they sell to customers who buy shares in their CSA.

It's a way for producers to better connect to the consumer, while allowing consumers to know where and how their food was produced and the farmer who produced it.





"We do our best to grow the best vegetables possible, and customers know they are supporting a local farmer, they get to know where their food is coming from and they get fresh, high-quality food."

— Sally Gran, TableTop Farm

Sally Gran of TableTop Farm near Nevada credits those early producers in the CSA movement for the popularity and growth it sees today.

"The first CSAs came to Iowa in the mid-1990s, and they were the pioneers," Gran said. "Back then, no one knew what CSAs were, and they spent their time going around to clubs and community events and the work they did to spread the word about CSAs was an important part of the locally grown food movement."

Gran's TableTop Farm distributes food to shareholders weekly at a local church, on the farm, and at Wheatsfield Co-op. Each season offers something different she said.

In the spring, customers will receive greens, such as lettuces and spinach, along with radishes and turnips. Summer brings tomatoes, peppers, melons, kale, carrots and broccoli, while fall harvest provides crops such as sweet potatoes, winter squash and rutabaga.

"There are many reasons we have chosen to farm this way," Gran said. "We like knowing our customers and like growing vegetables."

"We do our best to grow the best vegetables possible and customers know they are supporting a local farmer, they get to know where their food is coming from and they get fresh high-quality food," Gran said.

Customers pay a flat fee,

and if one season's bounty isn't as plentiful as it should due to weather, chances are the next season will be more abundant, Gran said.

Another area CSA is the Story City Locker, which opened its business last fall. In December it opened its retail counter and in March offered its first bundle of meats to shareholders. Its primary business is custom processing of beef, pork, lamb, goat and deer.

Co-owner Bobbie Gustafson, who owns the business with her husband Ty, said the meat the business offers comes from producers within a 150 mile radius of Story City. Each package contains a farmer's identification number and contact information

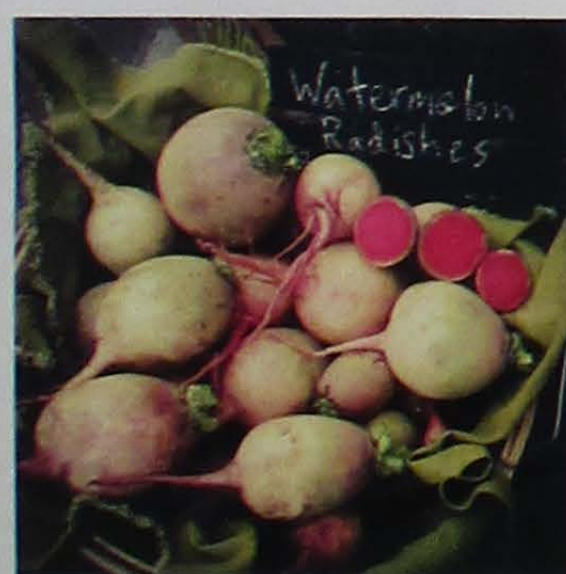
so a customer knows where the meat came from and can call the producer directly with any questions they might have.

"Supporting local foods and the movement and community supported agriculture gives us a chance to have conversations with people about how their food is produced and where it came from," Bobbie Gustafson said.

It also benefits the farmer who provides her business meat, she said.

"Engaging the farmer through our retail space is valuable to them," Gustafson said. "Many farmers have wonderful marketing plans and strategies, farmers markets and websites, but many

CONTINUED ON PAGE 11



"Supporting local foods and the movement and community supported agriculture gives us a chance to have conversations with people about how their food is produced and where it came from."

— Bobbie Gustafson, Story City Locker





Luke Gran, left, financial manager for TableTop Farms, and Sally Gran on the farm in Nevada. PHOTO BY TABLETOP FARM

CONTINUED FROM PAGE 9

that are raising smaller, sustainable herd they don't have that time, so this is a nice outlet and gives them branding and exposure."

She said the Ames-based group Farm to Folk contacted her and her husband about being

a distribution site for CSA's in the area and the idea of offering shares for their own products soon took root.

"My husband and I have purchased CSA shares for several years and we were happy to do it, and that morphed into this and it seems logical," Gustafson said.

The Story City Locker's CSA

offers meat bundles in 10-week cycles with the bundles containing a variety of beef or pork or a combination of both.

Generally, the bundles consist of a roast or the equivalent in steaks and chops, ground meat, sausage and something extra, like heart or liver.

For producers, such as

TableTop Farm and the Story City Locker, it's all about connecting customers to their food source, and connecting local farmers who are on a common mission.

"You might think we're all competing with each other, but we're not," said Gran. "We're all working together to bring fresh, local food to our customers."



Garden Gala

Boys and Girls Club of Story County holds annual fundraising gala

BY JULIE FERRELL
STAFF WRITER

The Boys and Girls Club of Story County provides events and activities for local children throughout the year. On a February Saturday night, though, the group gathered 160 friends of the club for an annual gala and fundraiser at the Hilton Garden Inn.

The fundraiser, named the "Garden Gala" for the first time this year, is a way to raise money for services the club provides throughout the year, said Erika Peterson, CEO of the Boys and Girls Club of Story County.

"This fundraiser allows us to reach out to the kids who need us the most, at a cost that is very affordable to them," Peterson said.

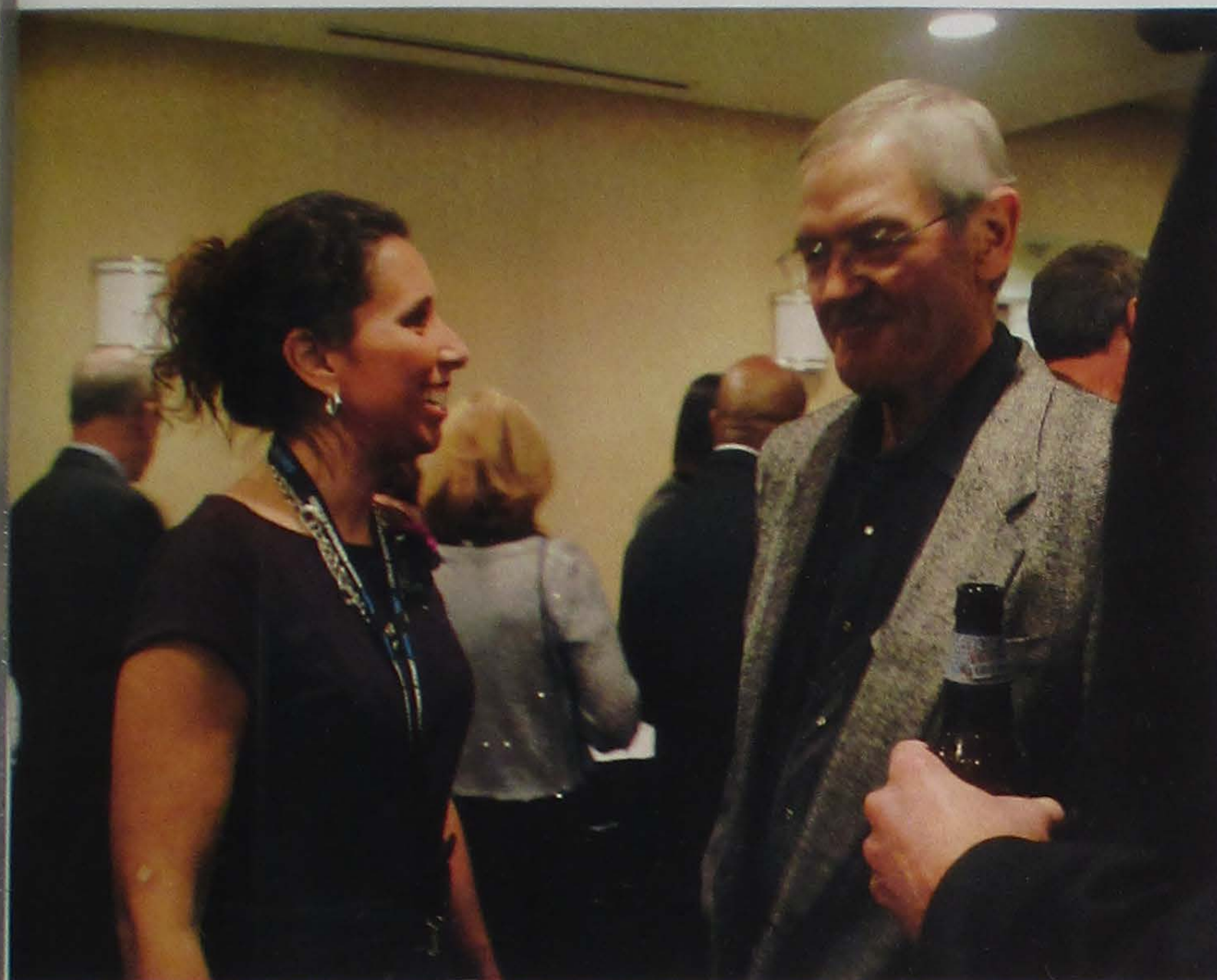
This year's gala saw a large

increase from last year's event, with 160 guests compared to last year's 114. The amount of money pledged at the event totaled \$48,588, which Peterson said was a 34.49 percent increase from last year's amount.

"Overall, we're really pleased with the community support. We are just very excited about how well the gala went, how excited people were to be there,"

Peterson said. "There's a lot of enthusiasm but more importantly, we're just pleased with how the community came together to hug the club."

Peterson said joining the club only costs families \$47 per year, but the club pays approximately \$1,000 for each member. The invite-only gala costs \$60 for a catered meal, live entertainment and a silent and live auction, and



Left: Guests have their photo taken during the social hour before the Boys and Girls Club of Story County annual Garden Gala. The gala took place at the Hilton Garden Inn and guests participated in silent and live auctions throughout the evening. All proceeds will go to the club and its events throughout the year. Above: Erika Peterson, the new CEO at the Boys and Girls Club of Story County, greets guests at the social hour for the club's annual Garden Gala. PHOTOS BY JULIE FERRELL/FACETS

"We are so blessed in Ames and Story County, that I think we don't often see. Those who are struggling are often hidden. Our presence is an opportunity to reach out to kids who aren't getting all the services they need."

— Erika Peterson, CEO,
Boys and Girls Club of Story County

the funds raised over the course of the night help the club keep costs down for families.

Peterson said the money raised to support the club is essential to providing a safe place for children in the area. Since officially starting as the club's CEO on Monday, Peterson said she is impressed by the quality of the club, but thinks it is time to take it to the next level.

In October, Peterson was asked to act as the interim CEO for the club after working

as a unit director at the Boys and Girls Club of Central Iowa in Des Moines. Prior to that, Peterson worked in education as a middle school Spanish teacher, as well as doing some missionary work.

Peterson said that since starting, she has been impressed with the community support, including relationships with those at the gala, and dedication from staff. As she is starting her new position, Peterson said she hopes to begin working on building more community partnerships and collaborating more with area schools, as well as expanding beyond Ames and Story County to reach more kids in neighboring areas.

"Within Ames, there are pockets of poverty and there are children who are slipping through the cracks. The club, historically, has been a safe, positive place for kids, which is fantastic," Peterson said.

"We are so blessed in Ames and Story County that I think we don't often see. Those who are struggling are often hidden. Our presence is an opportunity to reach out to kids who aren't getting all the services they need."

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KEEPING VEISHEA GREEN

BY JANE M. DEGENEFTE

"It is a wholesome and necessary thing for us to turn again to the earth and in the contemplation of her beauties to know the sense of wonder and humility."
— Rachel Carson, author of *Silent Spring*, 1962

With Earth Day and VEISHEA fast approaching, Facets magazine spoke recently with Caleb Swank, co-president of Iowa State University's Green Umbrella, to get a fresh glimpse of what's happening on the green scene.

Caleb is an ISU student's go-to for sustainability. "Sustainability" is one of those words we hear over and over again in a new culture of awareness for our planet earth's needs.

With the repetitive use of such a key word we can sometimes forget what it means. Sustainability, simply put, means that we co-exist well. As Carson, a writer, scientist and ecologist observes, "In nature nothing exists alone."

Under the direction of Merry Rankin, Office of Sustainability at ISU, Green Umbrella facilitates many different students on campus with ambitious productive projects and purposes. Caleb is in his junior year at ISU and is studying business.

He enjoys working with students who desire to see something done for the purpose of sustaining our environment and cutting down on our carbon footprint. The freshest perspective he reflected upon involves very simple and practical ways of becoming aware of what "living green" means.

FACETS: Each year as we celebrate VEISHEA, how do you see students keeping VEISHEA green?

CALEB: The Live Green VEISHEA Village is featuring different groups that are making progress in our community and within the ISU campus. I also see that attendance at these tents are growing. People are asking more questions.

FACETS: As you oversee these many projects through the Green Umbrella, how can the City of Ames become like-minded? How can we learn from those many groups

involved in sustainability?

CALEB: "One of the things I like most about Ames is its small infrastructure. You can become fairly sustainable in simple ways.

"One of the things I like most about Ames is its small infrastructure. You can become fairly sustainable in simple ways. Using CyRide, bicycling or walking places is easy, because everything is close. ... Anywhere you go, you can carry simple disciplines of sustainability."

— Caleb Swank, co-president of ISU's Green Umbrella organization

Using CyRide, bicycling or walking places is easy, because everything is close. Buying from local farmers helps sustainability too! Anywhere you go, you can carry simple disciplines of sustainability.

Instead of mindlessly going through packaging, there are many options for recycling and reusing material. People are sometimes intimidated by the idea of sustainability and think they might have to go to the extent of putting in solar panels, but it's more simple than that.

FACETS: Will your current business degree be a part of your environmental consciousness?

CALEB: Yes! That is a mindset I hope to take on professionally.

Students involved with this year's VEISHEA are very enthusiastic and glad to bring attention to the following sustainable practices for 2014:

- Brittany Davey is involved with in a group effort to ban plastic bags. Brittany relates, "In Ames we burn our

plastic bags, which can have negative repercussions on human health, because the dioxins produced through this process have been linked to cancer. Perhaps the most economical reason to reduce the use of plastic grocery bags is the unnecessary demand for fossil fuel they cause.

Fossil fuels and plastics are incredibly useful, but are limited, and thus it is important that we consider carefully whether or not it is good to be using these resources on something that is often used only two times at best."

- Online form submissions instead of printed paper for participation in activities.
- Campus Cookout Buttons allow students access to the food on central campus Monday through Friday. This keeps unnecessary daily tickets out of the trash or from being thrown onto campus. An estimated 8,000 tickets are kept out of the trash this way.
- Boiling Hot Dogs — rather than using grills to cook hot dogs on central campus, they will boil them, saving the environment from the by-products of directly burning fossil fuel.
- ActivUS will have a "Mining for Facts" activity focusing on facts about energy reliance upon fossil fuels and benefits of divesting from fossil fuels.
- GreenHouse Group will be collecting bottles and cans from VEISHEA and providing prizes in exchange for containers that are contributed to their recycling bins.
- Student Association for Sustainable Agriculture will be providing seed packets for free.
- ISU Student Organic Farm will be selling herbs, brassicas, and a variety of other plants. For those of us unfamiliar to the term brassica, it is a genus of plants within the mustard family that include cabbage, cauliflower, broccoli, and Brussels sprouts.
- Two groups will be hosting Ames High school students who are featuring some sustainability art as well as an initiative some environmental science students have to reduce plastic bag use in the City of Ames, with the aforementioned quote from Brittany Davey.

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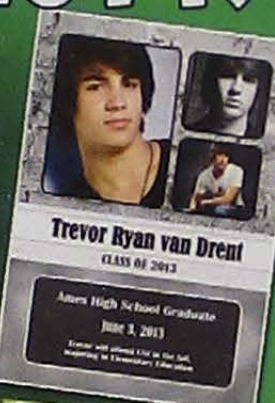


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The buzz about bees

Taking the right steps can ensure that honeybees will always have a home in your garden

BY JAN RIGGENBACH

It's no secret that honeybees are in decline. The reasons are many, including various pests and diseases, the use of potent pesticides, and lack of appropriate habitat.

That's where gardeners come in. We can make a difference by creating habitat that encourages not only honeybees, but all our native bees, too, from lowly sweat bees to big bumble bees.

If possible, leave a dead tree, or at least a dead limb, concealed on your property. Leave also a small patch of bare soil for ground-nesting bees. Limit the use of pesticides. And then start planting.

It turns out that a wide diversity of flowers appeals not only to gardeners, but to bees, too. Plan for a parade of blossoms from early spring until late fall, from the first maple flower to the last aster.

It comes as no surprise that our native bees — and our native butterflies — prefer native flowers. Here are a few to keep them buzzing:

Violets of all colors, and red and yellow

columbine blossoms are good sources of pollen and nectar in spring.

From May to July, bees are attracted to the yellow flower clusters of golden alexander (*Zizia aurea*), a native plant that thrives in part shade.

Two native varieties of ornamental onion attract bees in high summer: nodding pink onion (*Allium cernuum*) is a good choice for a moist, sunny spot, while prairie onion (*Allium stellatum*) tolerates dry soil and partial shade.

Our native beebalm (*Monarda fistulosa*) is a big player in attracting bees. Its lavender flowers sport months of bloom from July to September. Boneset (*Eupatorium perfoliatum*) blooms in August and September in full sun, with big, pure-white clusters of small flowers.

Asters of all kinds keep bees happy in autumn. There's an aster for nearly any garden spot. Most prefer sun, but white woodland aster (pictured) and big-leaf aster are ideal for shady gardens.

Although planting bee-friendly plants is an easy step for gardeners to encourage our native pollinators, a new worry

has arisen. Last year, Friends of the Earth reported that they'd found neonicotinoids ("neonics" for short) in normally bee-friendly plants offered for sale at some retailers. Neonics are potent systemic pesticides that were banned in Europe because of evidence they were a threat to bees.

This raises the possibility that the bees you invite to your garden could be poisoned by visiting the flowers of plants that had been treated with long-lasting neonics — not exactly the result you had in mind.

This is a controversial topic, and the industry and regulators are still trying to sort it out.

In the meantime, if you want to avoid any worry, grow your bee-friendly plants from seed, or buy plants from growers who specify "no neonicotinoids." And when insect pests threaten your home garden, make sure you aren't spraying neonics yourself. For more information, see www.foe.org/beeaction. ❖

Longtime garden columnist Jan Riggensch lives in Omaha.

NO-BAKE NOSHING

Give your ovens and appliances a rest with two recipes that require only the work of your hands.

RAW ASIAN BROCCOLI SLAW SALAD

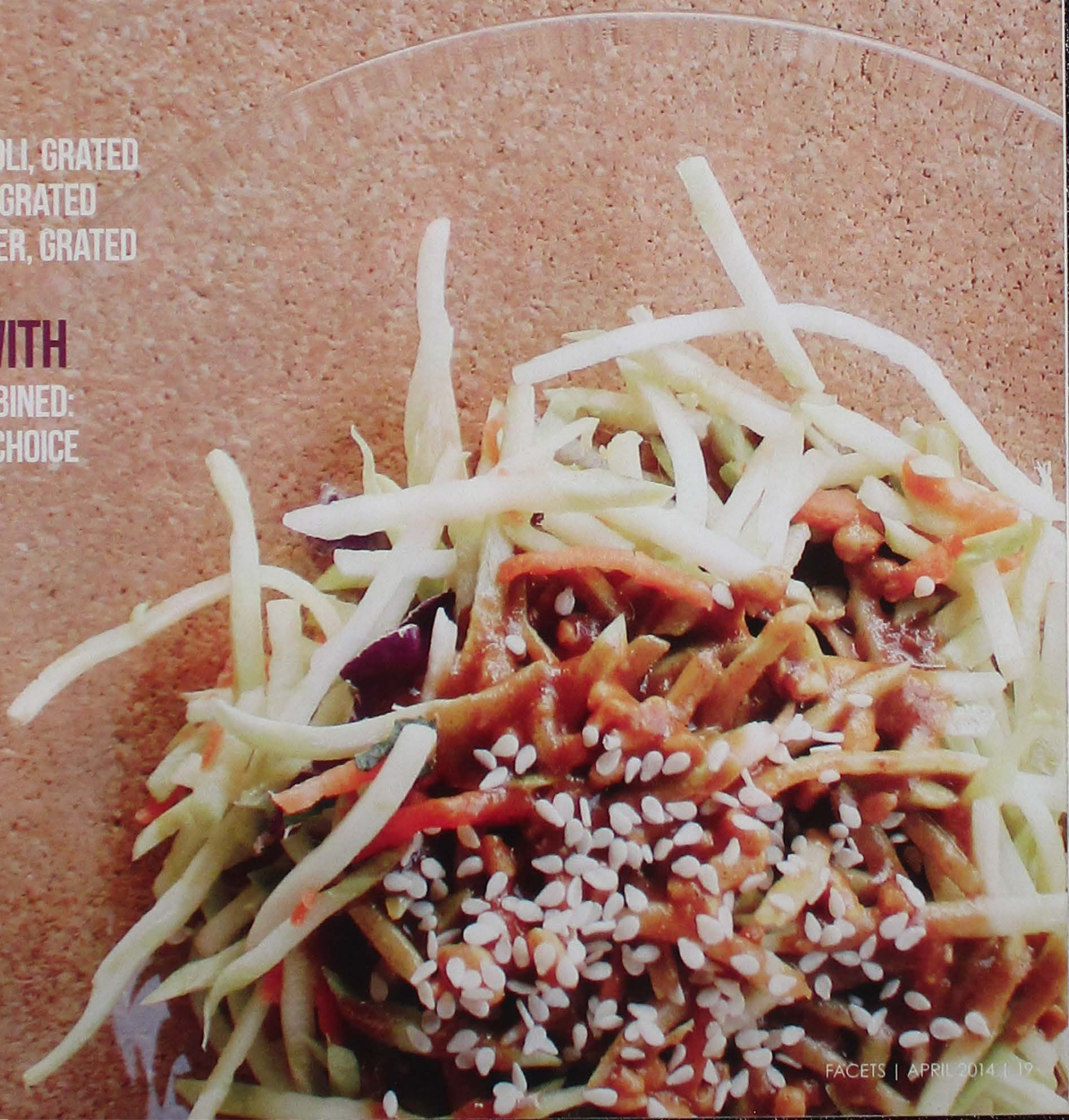
START WITH

- 1/2 HEAD BROCCOLI, GRATED
- 1 LARGE CARROT, GRATED
- 1 LARGE CUCUMBER, GRATED

TOP + TOSS WITH

EQUAL PARTS, COMBINED:

- NUT BUTTER OF CHOICE
- SOY SAUCE
- WHITE VINEGAR
- HONEY
- WATER
- SESAME SEEDS



STRAWBERRY MANGO SALSA

START WITH

- 3/4 CUP DICED STRAWBERRIES
- 3/4 CUP DICED MANGO
- 1 JALAPEÑO, SEEDED AND MINCED
- 2 TABLESPOONS DICED RED ONION
- 2 TABLESPOONS CHOPPED FRESH CILANTRO

TOP + TOSS WITH

- 2 TABLESPOONS HONEY
- JUICE OF 1 LEMON



Stats & Trivia

First up, I have a correction to my last column. There is a blow dry bar in Ames. Cassie Bexten, Community Outreach Specialist for Serenity Couture, the Aveda Salon in Ames' North Grand Mall, was kind enough to let me know they have "a dedicated blowout bar" at their new location. Check it out!

Spring is actually coming! So I have shifted into my trivia and statistics mode. These are tidbits of info that may or may not actually help you, but will put you in the know to impress your friends and maybe even your stylist.

Nails are so hot and continue to be! Did you know...

- OPI stands for Odontorium Products Inc. In case "odontorium" isn't in your vocabulary, that means the company made dental equipment. Some of the same material used in dentistry doubled as materials for acrylic nails, according to OPI.

- The first documented occurrence of



MARY CLARE
LOKKEN

nail polishing took place in 3000 B.C. in the area known today as China, says Discovery Health's "How Nail Polish Works." The same article revealed that modern nail enamel formulas were adapted from car paint technology developed after World War I.

- Students at our cosmetology school learned that nail biting has a name, onychophagia.

- The American Academy of Dermatology says 10 percent of dermatological conditions are nail-related. Nails often reflect our general state of health. Changes in nail color and thickness can signal health problems including liver and kidney diseases, heart and lung conditions, anemia and diabetes.

- The Academy also reports that nails grow 20 percent faster in summer than in winter. This is true even in climates where the temperature doesn't change much from season to season.

- And lastly, Live Science February 2013 reports nails are what separate primates from mammals.

A follow up to my recent articles about the return of curls is supported by two

surveys by Texture Media Inc. and Modern Salon Media reveal these stats:

- Five percent of stylists consider themselves curl experts or specialists. Ninety percent of stylists believe that knowing how to cut and style curly hair will be key to growing their business. Nearly 40 percent of responding stylists reported that clients with naturally curly hair spend more than straight-haired clients; the consumer study concluded that acceptance of natural texture is at an all-time high.

- From the client's side, nearly 2 out of 5 textured hair clients are quite happy with their curly hair. However, many love their curly hair some days, while it drives them crazy on others — indicating they still haven't found their perfect hair care products.

- Modern Salon reveals that "texture is evolving into less of a trend and more of a lifestyle. Women with naturally straight hair are the least likely to say they wouldn't change a thing about their hair.

There you go — nail trivia and curly hair stats. Enjoy the warmer weather!

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Is it really true?

Gloria Steinem, who some will remember as a bra burner in the 1960s, is still outspoken about women's issues at age 79. She is still expressing frustration with what she calls the partial and stalled progress of women's movement today.



KAREN
PETERSEN

Many political and legislative, external obstacles, have been removed. Woman in this country have never been in a better position to take control and create the life we want to live. Could it be that we aren't sure we are ready or good enough because we don't think and act like men?

I don't know about all aspects of our lives, but in financial issues we have often been told that the "women's" way is different, we don't think about money the same way men think about money.

A 2007 study by the Mass Mutual Financial Group found that senior women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth. It is facts like this that have large financial services companies studying how they can market to women.

Initially it appeared that women needed remedial help. The idea that females just aren't good at math wasn't spoken, but we all know what remedial means! However, as the studies continued, it became apparent that women just didn't think about money the same way the guys thought about money. So what are the differences?

Women:

- Want to feel comfortable as they learn about money
- Focus more on achieving specific financial goals than on highest return
- Want to enjoy the experience

- Want to feel valued for our approach to our own financial future

- Want information in plain English
- Take time to evaluate financial choices
- Ask many questions
- We don't make quick or rash decisions
- When we make a decision, we tend to take a buy-and-hold approach.

Men ... let's not take up column space with the male approach. The financial services industry has finally realized the women's market and their unique approach to achieve their goals approach is different; not better or worse, just different.

Today is a time that we have a great opportunity to take control of our own financial decisions. Many of us have high income, large retirement accounts and may inherit significant assets. We know we are capable of making good financial decisions; we don't need to have the male mentality to be successful investors. Maybe you need only to get out of your own way and begin to establish your own financial method to achieve your goals. Here is a place to begin:

- Write your short and longer term goals
- Gather your financial information
- Investment and retirement statements
- Income and expenses records
- Interview financial planners
- Find one that speaks plain English
- Find one that understands your goals
- Find one you feel comfortable with

This is a great time for you to recognize your own ability to make financial decision. Take control of your own financial decisions today because life is ... more than money.

Have a question you'd like Karen Petersen to address in an upcoming issue of Facets magazine? Email her your inquiries at karen@mymorethanmoney.net.

Karen L. Petersen, CFP® CDA™, is a fee-based financial adviser. She graduated from Iowa State University in family resource management. You can contact her at (515) 232-2785 or karen@mymorethanmoney.net.

A FRESH TAKE ON FITNESS

Facets has a new face of fitness as columnist Kecia Place-Fencil joins the magazine as a monthly contributor

It is never easy to define who I am. I have a multitude of roles: I am a wife, a mother of two black Labradors, an eighth grade science teacher, and a lover of fitness and outdoor adventures.

This love of health and well-being makes me a triathlete, an American Council on Exercise (ACE) certified personal trainer, and a group fitness instructor.

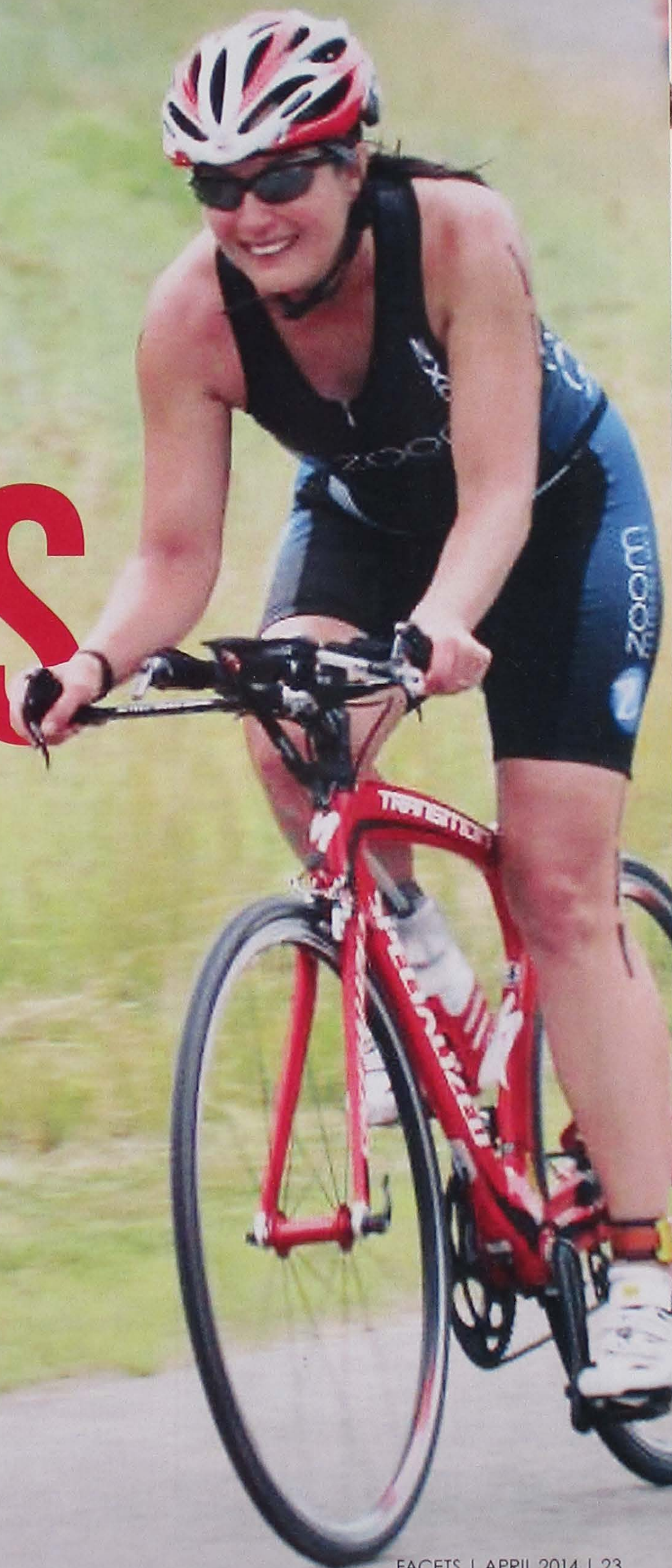
Looking back on where I am in my fitness journey ultimately began in October of 2004. That fall, I was coerced into running my first 5K (Run for the Roses).

As it turns out, it was one of the most life-changing events I ever had. The following year I ran Dam to Dam (20K) and the Chicago Marathon.

I was hooked ... fitness, endurance sports and maintaining healthy habits became my lifestyle.



KECIA
PLACE-FENCIL

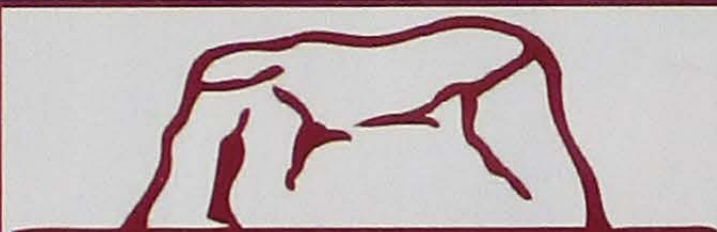


CONTINUED ON PAGE 24



CONTRIBUTED PHOTOS

CONTINUED FROM PAGE 23



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I am so passionate about life, and I enjoy encouraging others to find the fitness activities and hobbies in their own lives that will drive them to the next level. There is nothing better than being a part of the learning process, where people begin to believe in themselves and reach goals which once seemed unattainable. The joy others exude when they see themselves as athletes for the first time or when they finally believe in their abilities is AMAZING!! I am grateful I get to be a part of those special moments!

Before my first 5K, I certainly would not have thought I could accomplish all that I have in the area of fitness. Those first steps, almost ten years ago, challenged me to become the best I can be in many aspects of fitness. Endurance races are something I look forward to, and I am proud to share some of those race highlights.

- In October of 2008, I qualified for the Boston Marathon at the Milwaukee Lakefront Marathon (26.2 miles) in Milwaukee with a finish time of 3:39:46 and ran the Boston Marathon in 2010.

- In June of 2010, I finished my first Ironman 70.3 (1.2 mile swim, 56 mile bike, 13.1 mile run) event in Lawrence, Kansas with a finish time of 6:46:24.

- In September of 2011, I finished my first Ironman (2.4 mile swim, 112 mile bike, 26.2 mile run) in Madison, Wis., with a finish time of 16:15:00.

- In June of 2013, I shattered my Ironman 70.3 Kansas personal record (PR) with a new finish time of 6:05:53.

- In July of 2013, I qualified for USA Triathlon Age Group National Championship Olympic-Distance event and participated in this race in August of 2013.

The hard work and determination I put forth for all of my previous races, whether big or small, continue to push me in my fitness goals. I love to have a focus, a race or event to challenge my abilities and achieve my dreams. In fact, this year I am looking forward to, once again, utilizing my physical and mental training in more endurance events:

- June 7, 2014 is Ironman 70.3 Kansas.
- August 2, 2014 is a 3.5 mile swim across West Lake Okoboji.

- September 7, 2014 is Ironman Wisconsin.

This is just a simple look at who I am. Yes, I have roles that define me, but, overall, I am just a determined, motivated, passionate woman who loves fitness challenges and wants to help others meet their physical goals!



Going 'green' at the grocery store

We all can do something to help improve the health of the planet.

No matter how small, everything helps. Since Earth Day is April 22, now is a great time to evaluate how environmentally friendly you really are. Read on for small things that



AMY CLARK

you can do to help take care of Planet Earth and "green up" your grocery shopping. This year, challenge yourself to make just one simple adjustment in your lifestyle toward "going green."

Size matters. Choose bulk packages of food items versus individually wrapped food items. You can save 1,200 pounds of carbon dioxide a year if you cut down your garbage waste by 10 percent.

SWITCH TO RECYCLED PAPER

Look for packaging made with recyclable materials. Some of Hy-Vee's One Step package labels are made with recyclable materials. To learn more of this program, visit <http://www.hy-vee.com/company/sustainability/one-step.aspx>.

IT'S IN THE BAG

We could all carry our own reusable shopping bags when we go shopping and save on plastic waste. Another idea is to reuse any plastic grocery bags we might accumulate to line small wastebaskets. Put a few bags in the bottom of the waste basket BEFORE you line it, so there's another one ready to use after one is filled.

RETHINK YOUR DRINK

Replace plastic bottles with drinking glasses or a reusable drink bottle to enjoy tap water or your favorite beverage.

CHOOSE ORGANIC

All organic foods must come from farms or ranches certified by a state or private agency that has been accredited by the United States Department of Agriculture.

Foods that are organically grown must be produced without use of the following: pesticides, herbicides, synthetic fertilizers, hormones, genetically engineered seeds, sewage sludge or irradiation. For many people, buying organic is an environment-friendly statement. For others, buying organic means supporting smaller farms and local agriculture.

BUY LOCAL

During the late summer months, the benefits of purchasing locally grown produce are vast. As far as taste and quality, local produce can't be beat! It tastes like it just came out of your own backyard garden. With less distance for the produce to travel, you are provided with the very freshest food.

Not only does purchasing locally grown produce provide health benefits for you, but it also is a good thing to do for the health of the Earth and our environment.

When your fruits and veggies don't have to be transported across the country, gas usage is kept to a minimum and resources aren't wasted. This means less pollution for the environment. Look for Hy-Vee Homegrown labels to help you determine which foods are grown locally.

HAVE A PLAN

Plan ahead and shop in conjunction with other errands taking you near your grocery store. The result is a reduction in the use and cost of fuel needed to transport food.

PRACTICE THE 3 R'S

Produce less waste AND save money by practicing the 3

R's of reduce, reuse and recycle. Reduce the amount of leftover food by making smaller portions. Reuse leftovers by serving again in a day or two or freezing for future use. Recycle leftovers into a different type of meal; for example — add extra rice to a soup or include leftover meat and vegetables in a casserole dish.

DON'T BE A "SPOIL"-SPORT

Reduce the amount of spoiled food that gets tossed through such practices as:

- Checking labels for "use by," "expiration" or "best if used by" dates.

- Refrigerating and freezing foods at recommended temperatures — 0 degrees F or lower for freezers and 40 degrees F or lower for the refrigerator section. An appliance thermometer assures your refrigerator/freezer is maintaining these temperatures.

- Following recommended storage times for foods. For example, some containers may specify a recommended time frame in which to eat a food after it is opened.

- Avoiding buying so much food in bulk that it spoils before you can use it. Or if you find that you have a large amount of something whose expiration date is approaching, give it away.

CONTINUED ON PAGE 26



Enjoy this delicious recipe using Bushel Boy Bubba tomatoes, grown in Owatonna, Minn., available in your Ames Hy-Vee produce department. Also, we'll be receiving Graddy's tomatoes from Carroll sometime during the month of April. Check with Hy-Vee's produce manager or produce clerks to learn about local produce at Ames Hy-Vee stores.

SIMPLE BUSHEL BOY CAPRESE SALAD

All you need:

- Bushel Boy Bubba tomatoes, cut in 1/2-inch slices (from Owatonna, Minn.)
- Fresh mozzarella cheese, cut in 1/4-inch slices
- Fresh basil, coarsely chopped
- Olive oil
- Balsamic vinegar

- Kosher salt
- Fresh ground pepper

All you do:

- Arrange sliced tomatoes on a plate.
- Top with fresh mozzarella slices and coarsely chopped fresh basil.
- Drizzle with small amount of olive oil and balsamic vinegar. Top with salt and pepper to taste.

Source: <http://www.bushel-boy.com> ❖

Amy Clark received her Bachelor of Science Degree in nutrition and dietetics from Iowa State University in 2003 and completed her dietetic internship at Iowa Methodist Medical Center in 2004. She is a member of the Academy of Nutrition and Dietetics and Iowa Academy of Nutrition and Dietetics. Amy completed CDR Certificate of Training in Adult Weight Management in November 2006. This information is not intended to be medical advice.


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1. **Sharon Rink**, Reiman Gardens outdoor horticulturist, and **Sally Petersen**, event volunteer, both of Ames. 2. **Therin Bradshaw**, of Port Byron, Ill., **Emily Bradshaw**, assistant manager of ISU Catering, and **Abby Blake**, of Mora, Minn. 3. **Ed Moran**, Reiman Gardens indoor horticulturist, **Lee Chapman**, Reiman Gardens private event and tour coordinator, and **Laura Miller**, of Maxwell. 4. **Karen Lasche** and **Jan Mabe**, both of Ames; 5. **Ron Schappaugh**, **Jeanine Strodtman**, **Judy Maly**, **Frank Maly** and **Pat Deike**, all of Ames.

PHOTOS BY NICOLE WIEGAND/FACETS



Good Company to celebrate 'Wine, Women and Song'

BY FACETS STAFF

What organization in Ames has the power to bring together women from wide backgrounds, ranging from attorneys to physicians to artists, ranging in age from mid-20s to mid-80s, for one common goal?

Exactly that can be found in Good Company, an all-women's vocal ensemble based in Ames and directed by Steven Hoifeldt.

"There are not a lot of strictly women's vocal groups around, so that makes us unique," said Ellen Rasmussen, a member of Good Company since 2007.

"It really brings together people you might not otherwise meet," Rasmussen said. "There's just something about mixing us up and that integration of people — it's something you can't describe."

Good Company, which

performs two shows annually — one during the holidays and another in the spring — is not a group to shy away from challenging, eclectic and even humorous pieces ... which is exactly what it plans to deliver in its upcoming spring concert, titled "Wine, Women and Song."

The show, which is set for 7 p.m. on Sunday, April 13, at St. Andrews Lutheran Church and will feature a female choral group

from Ames High School, will include a mixture of Gaelic and German music, contemporary love songs and what Rasmussen described as "pirate music."

"It's raucous, it's bawdy, it's hilarious," Rasmussen said of the program, which was compiled by Hoifeldt. "It's all about women and their experiences, whether it's coffee or wine, or even lovers — there's something there for everyone."

Altrusa 'Steps Out in Style' once again

BY COLLEEN K. HAMILTON

Altrusa International of Ames will once again bring spring and bling to Ames through its Steppin' Out Style Show (SOSS)—and will once again leave the community better than they found it.

The fourth annual SOSS will be on Thursday, April 10, 2014, at Oakwood Road Church, 2400 Oakwood Road in Ames. Doors will open at 6 p.m., with the style show starting at 6:30 p.m. Models will sashay down the runway in fashion and accessories graciously provided by CJ Banks, Tres Teal, Lyla's, Moorman's and Ayden Lee.

"The Steppin' Out Style Show combines all of my favorite things — fashion, food, friends and fundraising for a good cause," said MaryJune Jackson, Altrusan and event co-chair with Judy Zunkel and Susan Randall.

Proceeds from this year's SOSS will

support Youth and Shelter Services, Ames Community Preschool and Food at First.

"Food at First is excited and honored to be one of the recipients of this year's Altrusa event," said Christian Martin, Food at First director. "Organizations like Altrusa make it possible for Food at First to continue to serve the people in our community. In 2013, we served over 35,000 people with groceries in addition to the over 25,000 meals in our meal program."

The SOSS is one of two successful fundraisers the organization hosts annually. Altrusa's Holiday Home Tour just celebrated its 25th anniversary in 2013 and has raised more than \$120,000 since its inception.

"As a club, Altrusa International of Ames only had one major fundraising event every year before the style show was created in 2011," said Jackson. "With the style show, we get one



On April 10, models will feature the latest spring fashions to benefit local charities during the Altrusa International of Ames' Steppin' Out Style Show. PHOTOS COURTESY OF ALTRUSA

EVENTS

opportunity to help quickly, to spread the word about our community's needs, and to raise funds for these great organizations in the Ames area."

"The women that belong to Altrusa International of Ames are a diversified group that respond to any project, big or small, and are always ready to tackle what might come before us at our meetings," said co-chair Judy Zunkel. "The SOSS is just the icing on the cake — everyone is willing to work together and have fun while doing it!"

The 2013 SOSS proceeds were divided between Heartland Senior Services and the Story County Freedom Flight.

The 2013 flights, four and a half of which were paid for through Altrusa funds, were particularly poignant due to unforeseen circumstances taking place at the time.

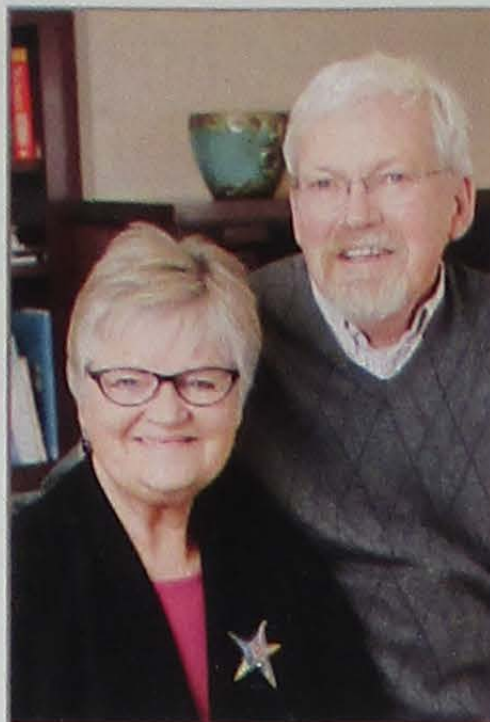
"Last year's flight was also on the day that the government

shut down," said Renee Twedt, Story County Treasurer. "Our veterans made history by helping to move the barricades in order to see all of the memorials. A huge thank you to Altrusa for their generosity in helping the veterans of Story County."

Appetizers, door prizes, raffle tickets and a live auction will nicely round out the evening's events.

"As an avid Cyclone fan, I'm eager to see which autographed basketball goes for more, ISU's or Iowa's," said Jackson, sharing a preview of the live auction items. "Either way, it goes towards three very worthy organizations, so it's a win-win."

Mary Kay's Flowers and Gifts and any Altrusa member will have tickets available for purchase, which are \$15 in advance and \$18 at the door. For more information on SOSS, contact MaryJune Jackson at (763) 772-8460 or maryjunejackson@gmail.com.



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FACETED WOMEN: WHEATSFIELD CO-OP BOARD

NAME: Liz Kolbe

AGE: 27

POSITION: Horticulture and Energy Coordinator at Practical Farmers of Iowa; Board of Directors at Wheatsfield Cooperative

WHAT WOULD YOU DO WITH \$1,000 TO SPEND ON YOURSELF?

I'd buy a CSA membership to a local farm, a freezer full of meat from the Story City Locker, and more prairie plants for my yard!

YOUR FAVORITE MEAL: "easy summer" — burgers with a fat slice of tomato, arugula and mayo; "turn the oven on winter" — whole roasted chicken with bread salad and kale.

CRAZIEST FASHION YOU EVER WORE: Hopefully still to come!

YOUR FAVORITE MOTTO: "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not." — Dr. Seuss

WHAT MAKES YOU HAPPY?

When my friends and I cook good food together (or if they just cook it for me!).

WHAT MAKES YOU FEEL CONFIDENT?

Being outside, especially if barefoot.

WHAT HAVE YOU ACCOMPLISHED THAT HAS MADE YOU PROUD?

I feel like I've made a lot of friends in my life (so far), and I'm proud of that, in addition to all the resume builders.



BEST TIP TO LOOK AND FEEL GREAT: Smile and stand up straight. Sleep helps, too.

MY SIMPLEST PLEASURE: Walking to work (which wasn't always so simple this winter!).

I SECRETLY LOVE: Ramen noodles. They always make me feel 19 again!

WHEN I AM AN OLD LADY: I'll be really loud at basketball games (like my grandmas were!).

I AM THANKFUL FOR: the great people I work with at Practical Farmers of Iowa and Wheatsfield Co-op.

FAVORITE WARDROBE STAPLE: waxed cotton jackets.



NAME: Angie Carter

AGE: 35

POSITION: Ph.D. Student at Iowa State University; Wheatsfield Co-op Board Member; Women, Food and Agriculture Board Member

FAMILY: Willa, 3 year old beagle-lab mix

WHAT WOULD YOU DO WITH \$1,000 TO SPEND ON YOURSELF?

I would first host a thank you party for my friends and family who've been such awesome sources of love, support, and inspiration. Then, I would invest the rest in a preferred share at our local Wheatsfield Co-op, which would help to support local farmers, local jobs, and strengthen our local economy as we work together for a more ecologically healthy and socially just food system in Ames.

FACETED WOMEN: WHEATSFIELD CO-OP BOARD

NAME: Carrie Chennault

AGE: 31

POSITION: Graduate Research Assistant in Sustainable Agriculture, ISU Dept. of Natural Resource Ecology & Management

FAMILY: Andee Kaplan, spouse

WHAT WOULD YOU DO WITH \$1,000 TO SPEND ON YOURSELF? Pay myself by contributing to my IRA.

YOUR FAVORITE MEAL: Okra, black-eyed peas, mashed potatoes, cantaloupe and jalapeno cornbread

WHAT MAKES YOU HAPPY? Family, friends, being outdoors in warm weather, and local, fresh and organic food!

WHAT MAKES YOU LAUGH? The Daily Show

WHAT HAVE YOU ACCOMPLISHED THAT HAS MADE YOU PROUD? I've been married almost three years to my best friend.

DO YOU BELIEVE IN NEW YEAR'S RESOLUTIONS? DO YOU HAVE ONE THIS YEAR? I believe in resolutions within moderation. I commit to a vegan diet each year for the month of January. It usually ends up being more fun than sacrifice because I get to try new recipes like tamari tempeh tacos.

IF YOU COULD DO OR BE ANYTHING YOU WANT, WHAT WOULD IT BE? I am doing exactly what I want to be doing!

MY IDEA OF A NIGHTMARE JOB: The three things I appreciate most in a job are creativity, openness and respect, so any workplace without those three elements

YOUR FAVORITE MEAL: My favorite meal depends upon the season. Anything fresh is always delicious. I am lucky to have access to space at my parents' house to grow a big garden, and so I try to eat my own food I grow in a garden at my parents' house and local food from farms such as Table Top or Onion Creek as much as possible.

YOUR FAVORITE MOTTO: "Without community, there is no liberation." — Audre Lorde

WHAT MAKES YOU HAPPY? A good meal shared with people I love.

WHAT MAKES YOU FEEL CONFIDENT? Every time I stop by Wheatfield Co-op, I see neighbors, friends, and colleagues and have conversations with them. Knowing that there is a place in Ames where people not only appreciate, but make it a priority, to value local food and local community gives me confidence that we are transforming our



would be challenging.

MY SIMPLEST PLEASURE: Long walks on a nice, sunny day.

FAVORITE WARDROBE STAPLE: Wheatfield Co-op 40th Anniversary -shirt!

HOW DO YOU GIVE BACK TO YOUR COMMUNITY? In addition to serving as Treasurer of the Wheatfield board, my favorite community activity is volunteering for Food at First alongside fellow students in the Sustainable Agriculture Student Association. I am a garden co-leader at the Food at First Community Garden, which provides fresh vegetables and fruit for the pantry and meal program. I also volunteer monthly with preparation and service at the Food at First meal program.

agrifood system and our culture. I also gain confidence through my relationships with the farmers and landowners I meet through my research. Their creativity, passion, and resilience in the face of so many challenges inspires me.

WHAT HAVE YOU ACCOMPLISHED THAT HAS MADE YOU PROUD?

My friendships are my greatest accomplishments. It is an honor to be part of a tribe of such beautiful, talented, fearless, loving people.

BEST TIP TO LOOK AND FEEL GREAT: Eat lots of good food. Take lots of walks. Be in love with people, places, and your work.

HOW DO YOU REWARD YOURSELF? A walk in the woods with my dog, Willa.

I AM THANKFUL FOR: I am thankful for the opportunity to engage in work I'm passionate about with people who challenge and inspire me, and from whom I learn so much.

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Lincoln Center Ames
Hy-Vee Dietitian
(515) 450-0508
aclark@hy-vee.com



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West Ames Hy-Vee
Dietitian
(515) 292-5543
narnold@hy-vee.com

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